METHOD AND APPARATUS FOR PROVIDING HUB-BASED INDEXING AND SERVICES

BACKGROUND

[0001] Service providers and device manufacturers (e.g., wireless, cellular, etc.) are continually challenged to deliver value and convenience to consumers by, for example, providing compelling network services. One area of interest has been the development of location-based services and technologies. For example, service providers that offer navigation and mapping services to users may also present those users with relevant advertisements and other content that match their current location. Moreover, such services may provide relevant content to user based on a prediction of where those users might be in the near future. However, due to randomness associated with user movement, it may be difficult to determine the particular routes that the users will take, the places that the users will pass by, etc.

SOME EXAMPLE EMBODIMENTS

[0002] Therefore, there is a need for an approach for providing hub-based indexing and services, for instance, to improve user travel behavior and destination predictions, to offer more relevant content to users, etc., by introducing location hubs.

[0003] According to one embodiment, a method comprises causing, at least in part, an indexing of location-based content according to one or more location hubs of one or more transportation lines. The method also comprises determining a current proximity, a predicted proximity, or a combination thereof of one or more devices to the one or more location hubs, wherein the one or more devices are (a) traveling on the one or more transportation lines, (b) predicted to travel on the one or more transportation lines, or (c) a combination thereof. The method further comprises causing, at least in part, a presentation of at least a portion of the location-based content based, at least in part, on the current proximity, the predicted proximity, or a combination thereof.

[0004] According to another embodiment, an apparatus comprises at least one processor, and at least one memory including computer program code for one or more computer programs, the at least one memory and the computer program code configured to, with the at least one processor, cause, at least in part, the apparatus to cause, at least in part, an indexing of location-based content according to one or more location hubs of one or more transportation lines. The apparatus is also caused to determine a current proximity, a predicted proximity, or a combination thereof of one or more devices to the one or more location hubs, wherein the one or more devices are (a) traveling on the one or more transportation lines, (b) predicted to travel on the one or more transportation lines, or (c) a combination thereof. The apparatus is further caused to cause, at least in part, a presentation of at least a portion of the location-based content based, at least in part, on the current proximity, the predicted proximity, or a combination thereof.

[0005] According to another embodiment, a computer-readable storage medium carries one or more sequences of one or more instructions which, when executed by one or more processors, cause, at least in part, an apparatus to cause, at least in part, an indexing of location-based content according to one or more location hubs of one or more transportation lines. The apparatus is also caused to determine a current proximity, a predicted proximity, or a combination thereof of one or more devices to the one or more location hubs, wherein the one or more devices are (a) traveling on the one or more transportation lines, (b) predicted to travel on the one or more transportation lines, or (c) a combination thereof. The apparatus is further caused to cause, at least in part, a presentation of at least a portion of the location-based content based, at least in part, on the current proximity, the predicted proximity, or a combination thereof.

[0006] According to another embodiment, an apparatus comprises means for causing, at least in part, an indexing of location-based content according to one or more location hubs of one or more transportation lines. The apparatus also comprises means for determining a current proximity, a predicted proximity, or a combination thereof of one or more devices to the one or more location hubs, wherein the one or more devices are (a) traveling on the one or more transportation lines, (b) predicted to travel on the one or more transportation lines, or (c) a combination thereof. The apparatus further comprises means for causing, at least in part, a presentation of at least a portion of the location-based content based, at least in part, on the current proximity, the predicted proximity, or a combination thereof.

[0007] In addition, for various example embodiments of the invention, the following is applicable: a method comprising facilitating a processing of and/or processing (1) data and/or (2) information and/or (3) at least one signal, the (1) data and/or (2) information and/or (3) at least one signal based, at least in part, on (or derived at least in part from) any one or any combination of methods (or processes) disclosed in this application as relevant to any embodiment of the invention.

[0008] For various example embodiments of the invention, the following is also applicable: a method comprising facilitating access to at least one interface configured to allow access to at least one service, the at least one service configured to perform any one or any combination of network or service provider methods (or processes) disclosed in this application.

[0009] For various example embodiments of the invention, the following is also applicable: a method comprising facilitating creating and/or facilitating modifying (1) at least one device user interface element and/or (2) at least one device user interface functionality, the (1) at least one device user interface element and/or (2) at least one device user interface functionality based, at least in part, on data and/or information resulting from one or any combination of methods or processes disclosed in this application as relevant to any embodiment of the invention, and/or at least one signal resulting from one or any combination of methods (or processes) disclosed in this application as relevant to any embodiment of the invention.

[0010] For various example embodiments of the invention, the following is also applicable: a method comprising creating and/or modifying (1) at least one device user interface element and/or (2) at least one device user interface functionality, the (1) at least one device user interface element and/or (2) at least one device user interface functionality based at least in part on data and/or information resulting from one or any combination of methods (or processes) disclosed in this application as relevant to any embodiment of the invention, and/or at least one signal resulting from one or any combination of methods (or processes) disclosed in this application as relevant to any embodiment of the invention.